



125 West 55th St
New York, NY 10019

Contract # 25329750	Changes as of: 10/13/2016 at 8:56 AM	Version: Original Order
CPE: 111/118/5669	Flight: 10/15/16 - 10/17/16	Station: KIMA
Agency: Great American Media	Advertiser: OUR WASHINGTON	Market: Yakima
GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007	Product: Issue	Office: WASHINGTON
		Total \$: \$15,940.00
		Total Spots: 40
		Total CPP: \$130.34

Agency Order #: 5476640	Primary Demo: Adults 35+	Total GRP: 122.3
Buyer: Chiusano, Dawn	Con Type: POLITICAL/VOTE	
Salesperson: JONATHAN VITTI 212-373-8256	Assistant: KENNETH MIELE 212-373-8113	Separation:

Comments: Flight to air 10.15-10.17; Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/15 - 10/15		Total Spots	Total \$	CPP	GRP
							10/15					
1	M-F 6a-6:30a		KIMA+ Action News @ Sunrise	\$325.00	2.0	30	2		2	\$650.00	\$162.50	4.0
2	M-F 7a-8a		CBS This Morning	\$475.00	2.7	30	1		1	\$475.00	\$175.93	2.7
3	M-F 8a-9a		CBS This Morning	\$275.00	2.2	30	2		2	\$550.00	\$125.00	4.4
4	M-F 9a-10a		Meredith Viera	\$125.00	1.1	30	2		2	\$250.00	\$113.64	2.2
5	M-F 10a-11a		Price Is Right	\$325.00	3.3	30	5		5	\$1,625.00	\$98.48	16.5
6	M-F 11a-12n		Young And The Restless	\$250.00	1.9	30	2		2	\$500.00	\$131.58	3.8
7	M-F 12n-12:30p		Celebrity Name Game	\$100.00	0.7	30	1		1	\$100.00	\$142.86	0.7
8	M-F 12:30p-1p		Bold & The Beautiful	\$175.00	1.5	30	2		2	\$350.00	\$116.67	3.0
9	M-F 2p-3p		Let's Make A Deal	\$165.00	1.3	30	1		1	\$165.00	\$126.92	1.3
10	M-F 3p-4p		Dr. Phil	\$250.00	3.0	30	5		5	\$1,250.00	\$83.33	15.0
11	M-F 4p-5p		Judge Judy	\$325.00	4.0	30	5		5	\$1,625.00	\$81.25	20.0
12	M-F 5p-5:30p		KIMA+ Action News @ 5p	\$1,400.00	7.8	30	2		2	\$2,800.00	\$179.49	15.6
13	M-F 6:30p-7p		Inside Edition	\$800.00	5.1	30	1		1	\$800.00	\$156.86	5.1
14	Sa 10p-11p		48 Hours-CBS	\$500.00	3.0	30	1		1	\$500.00	\$166.67	3.0
15	Su 8p-9p		NCIS: Los Angeles-CBS	\$1,600.00	7.0	30	1		1	\$1,600.00	\$228.57	7.0
16	M-F 11p-11:35p		KIMA+ Action News @ 11p	\$450.00	3.0	30	1		1	\$450.00	\$150.00	3.0
17	M-F 11:35p-12:37a		Late Show With Stephen Colbert	\$150.00	2.0	30	5		5	\$750.00	\$75.00	10.0
18	Su 7p-8p		60 Minutes-CBS	\$1,500.00	5.0	30	1		1	\$1,500.00	\$300.00	5.0
TOTALS:							40		40	\$15,940.00	\$130.34	122.3



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/13/16 8:57 AM	JONATHAN VITTI	Flight to air 10.15-10.17;Separation: 30

Competitive Information	
Market Budget:	\$36,227
KIMA Share:	44%
Comment:	
KAPP:	7%
KCYU:	6%
KNDO:	43%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	40	\$15,940.00	\$130.34	122.3
Total	100%	40	\$15,940.00	\$130.34	122.3

Monthly Summary		
Month	Spots	Dollars
2016-Oct	40	\$15,940.00
Total	40	\$15,940.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/13/16 10:07 AM					\$0	\$0	
New	10/13/16 8:56 AM	JONATHAN VITTI	New	40		\$15,940.00	\$15,940.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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